SONY

Product Information News
FWD-32LX2 & FWD-40LX2

FWD-32LX2 & FWD-40LX2 PUBLIC DISPLAY

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Product Concept

Sony is introducing its third generation of LCD Public Displays in the market in Winter 2006. These are the FWD32LX2 and FWD40LX2. Like its predecessors LX1 series, the robust industrial design is kept, in order to support the continuity for installation projects. This means the practicality and tough chassis design is still there, which is a relief to the heavy duty users.

It continues to have three color variations. Silver, Black and Durable Crystal.

These are marked by the suffixes FS, FB and X.

This emphasis on real-world values is evident right from the outset. Carefully positioned carrying handles make moving the displays easy and safe, while extremely robust construction ensures that they are more than durable enough to withstand long, hard use. For the Durable Crystal version, the bezels are even coated with a tough, transparent acrylic layer to keep the displays looking at their best despite the inevitable knocks.

The LX2 inherits the vast variations of input signals, and has also two option cards pre-installed, which makes the installation in real business much comfortable.

Target Application

The FWD-32LX2 & FWD-40LX2 are specifically designed for heavy duty operations in public places. The stylish, yet robust design, combined with high quality picture performance, make the LX2 series the ideal products for digital signage at public places. Typical installations are Point-of-Information (POI) with display of timetables in airports and train stations, or Point-of-Sale (POS) with advertising and product promotions in retail outlets.

Main Features

Superior image quality and sound

With the adoption of video processor chip settings uniquely registered for Sony's picture quality, superior image quality is achieved in both PC and Video mode.

Newly developed picture control such as "True Color Control", and high quality sound adopting BBE and SRSWOW are also available.

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True Colour Control

With the LX2 series, we have not just improved the overall picture quality, but also giving you the freedom to adjust each colours independently in order to display the colours exactly the way you want to. This feature will be most appreciated in displaying critical colours, such as corporate logo or key featuring colours.

Using the color palette on the screen, the saturation and the hue of either red, yellow, green, blue can be adjusted individually without effecting other colors. White balance remains the same. With this function, for example, the color of the corporate logo mark can be adjusted to its closest color.

Select "Red" under the "True Color Control" in the Picture menu.

(The screen will freeze in case of moving picture.)

First, the frame of the color palette will appear on the screen.

Change the position of it, if necessary.

The whole color palette will appear.
The adjustable color area on the screen will blink.

Adjust the hue and the saturation with the 5x5 color palette.

Multimedia capability

Both models are HD ready, which means it has a wide range of input signal acceptance. Apart from the built-in HD15 and 2 x HDMI inputs, both models are already pre-installed with Video Input board BKM-FW10, and a Monitor Control Adapter BKM-FW20*. This means majority of inputs are ready to be displayed out of the box.

* (not sold separately as accessory)

Top Level Panel Performance

A display is there to support the content to be seen by the audience. With a top class contrast of 1300:1 and high brightness of 500cd/m2, the LX2 series would be hard to miss.

Versatile and stylish but robust design

The LX2 series feature an 'Industrial Design'. The bezel has a transparent acrylic layer, protecting the actual painting and thus making the display more robust against scratches during intensive usage. The Sony logo (which can be illuminated but also switched off if necessary) has been smoothly integrated in the bezel. Other cosmetic improvements include its elegant smart cabling system, effectively hiding all computer, video and audio cables, while two conveniently placed carrying handles ease installation and fixation of the unit. The various optional mounting brackets are designed to be harmoniously integrated with the display.

Tranquillity with Reliability

The LX2 series are designed to operate without a cooling fan, which can be vital depending on the installation environment.

Expandability (option slots)

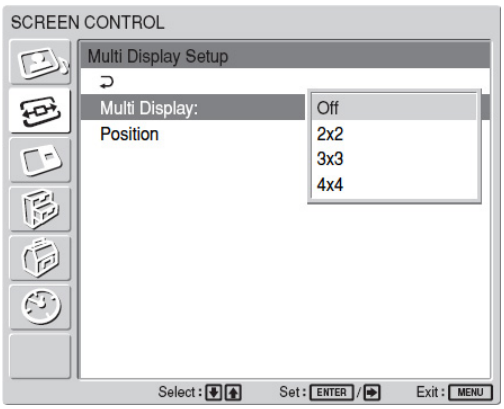
To extend the connectivity of these displays, the option slots can be equipped with a variety of boards: an active-through board or a network management board or a digital signage board like BKM-FW50. Unlike the LX1 series, now the 32 inch model FWD32LX2 has also two option slots, widening your choice.

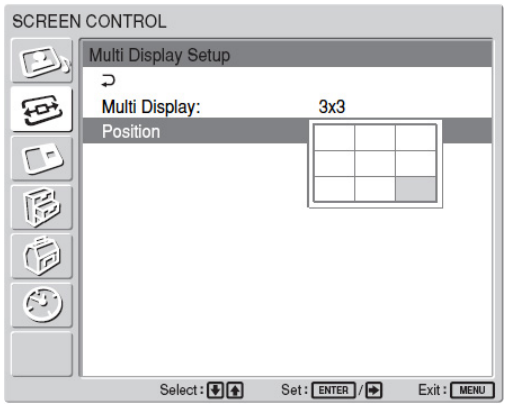
Extremely long Lasting Panel Life

60,000 hour panel life means almost seven years of 24/7 activity without ever being turned off!

Easy multi-display setup

To make multi display setups even easier a new feature has been added. Just select the zoom factor (or the amount of screens for the video-wall) and then select on each screen individually the position of the display in the video-wall. It's that simple.

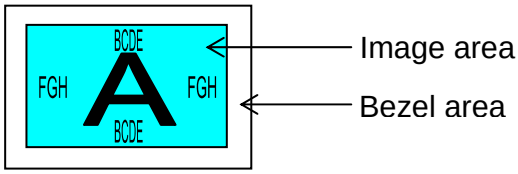




Multi Display Output Format

In addition to the current Multi Display functions, selection of two picture output formats will be available as shown in the figures. By simply selecting either format, suitable picture output will be available without manually adjusting the Horizontal and Vertical shift.

Original Picture



1. Tiles

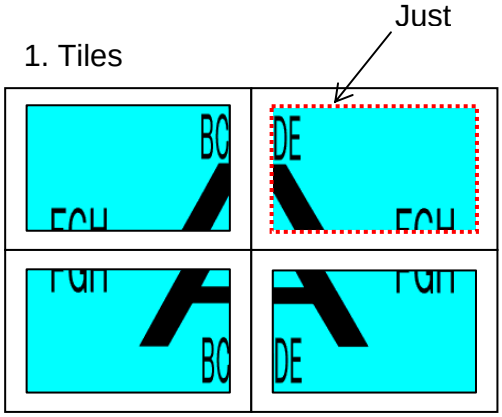


Image split evenly

2. Window

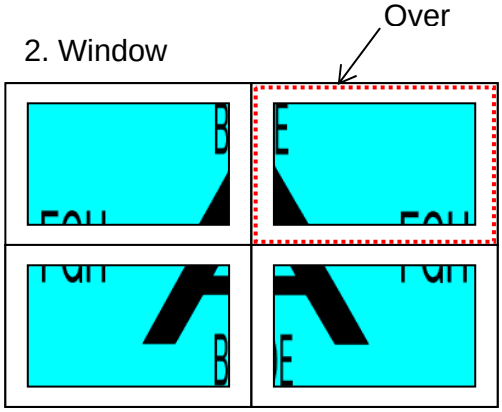


Image split with the width of the bezel taken into account.

Other Features

Automatic input mode selection

Each input automatically detects the mode of the input signal and switches to the appropriate mode. No need of manual selection of below signals.

- Digital PC or Digital Video (HDMI 1, HDMI 2)
- RGB or Component (HD15, BKM-FW11/12)
- S Video or Video (BKM-FW10)

S Video has priority over Video, unless set via RS232C

Not: Due to automatic detection, Sync On Green will always be recognized as component video signal. Sync On Green RGB signal is thus not supported

Automatic Picture Control

With the LX1 series, features like Dynamic Picture and Gamma were adjusted separately. From LX2, these controls will be combined together. The picture will always be shown in best performance, regardless of dark or bright, simply and automatically.

Adjustable Picture mode & Sound mode

Picture mode and Sound mode can be controlled completely separately. Also, adjustment of Vivid and Standard (Picture) or Dynamic and Standard (Sound) will be capable as well.

Picture-and-Picture (PaP)

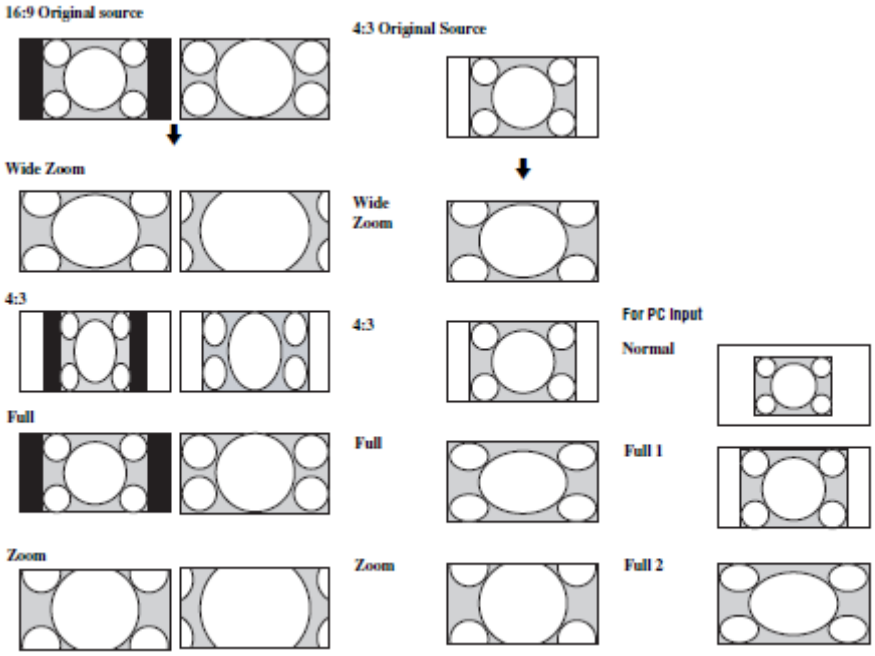
Picture in Picture (PIP) allows you to watch two input sources at the same time. With PIP, one source will be displayed on the entire screen, while the other source will be displayed on a smaller square of the screen.

Available combination of P&P

		HD15		HDMI 1	HDMI 2	Option1 & 2			
		RGB	YUV	HDMI/ DVI	HDMI/ DVI	RGB	YUV	CVBS	Y/C
HD15	RGB			OK	OK	NG	NG	NG	NG
	YUV			OK	OK	NG	NG	NG	NG
HDMI 1	HDMI/DVI	OK	OK		NG	OK	OK	OK	OK
HDMI 2	HDMI/DVI	OK	OK	NG		OK	OK	OK	OK
Option 1 & 2	RGB	NG	NG	OK	OK				
	YUV	NG	NG	OK	OK				
	CVBS	NG	NG	OK	OK				
	Y/C	NG	NG	OK	OK				

YUV = Component
Y/C = S Video
CVBS = Video

Selectable aspect ratio



Easy control

The integrated control panel allows adjusting the volume directly but also gives access to all functions through the control menu.

Via the remote commander and the On-Screen Display menu it is also possible to disable the control panel to prevent unauthorised persons from changing the plasma monitor's settings, including the power button on the LX2 series.

The remote commander gives direct access to important functions such as input selection, volume control, picture control, aspect ratio, picture size and shift. With the ID-mode buttons and the numerical keypad it is also possible to select and control an individual display in a multi-display environment.

The new graphical On-Screen Display menu is available in six languages (English, French, German, Italian, Spanish and Japanese). It enables to control all functions of theLX2 series by using either the menu keys on the remote or on the control panel of the monitor.

RS232C and Control-S

The LX2 series is pre-installed with BKM-FW20, which has two control ports (Control-S and RS232C). The Control-S port enables a simple way to establish control, such as an easy daisy chain control of multiple plasma monitors.

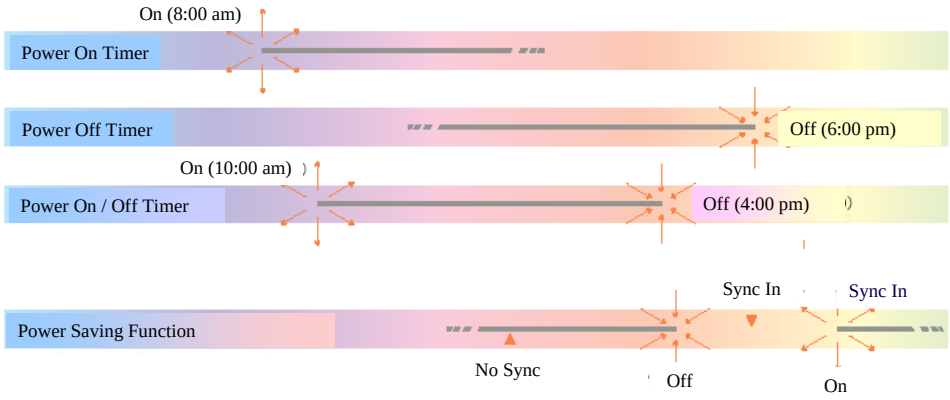
The RS232C port can be used if the control system requires having a feedback of the monitor. Status checks of the operation parameters and even failure codes can be read out via the RS232C port.

Self-diagnosis alarm

A self-diagnosis alarm for timely maintenance can be confirmed via the RS232C port or on the status menu.

Internal timer

The internal timer can be used to switch the FWD-32LX2 or FWD-40LX2 On or Off at specific times without the need of an external control system. The time, switch on, switch off and power saving time can be programmed by the remote commander or through the RS232C interface



World-wide power supply

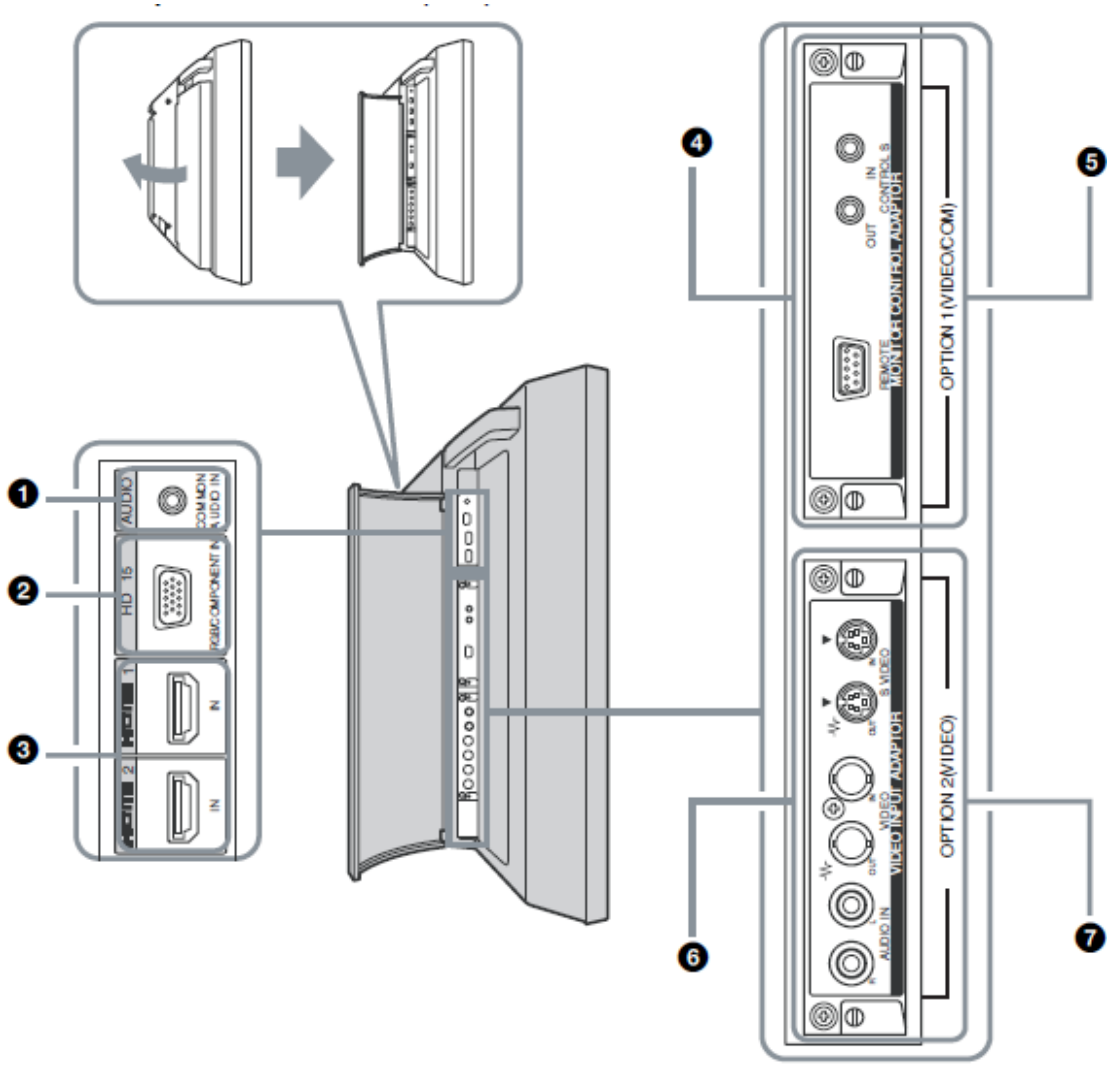
The FWD-32LX2 and FWD-40LX2 accept 100 to 240 Volt and can therefore be used in various areas.

2 year extended warranty

The FWD-32LX2 and FWD-40LX2 come with a 2 year after-sales program from Sony which is included with all products shipped to EU countries, Norway, Switzerland, Russia, Belarus, Ukraine, Moldova, Romania, Bosnia-Herzegovina, Serbia & Montenegro, Bulgaria, Macedonia, Albania, Turkey, Georgia, Armenia, Azerbaijan and Israel. It ensures total peace of mind while using a Sony Public Display product, bringing the following valuable benefits:

- Original manufacturer repairs, providing quality of customer service and repair to Sony standards
- Planned cost of ownership, with all parts and labour costs being included for 2 years

Product Configuration



Audio in (Sereo mini-jack)

HD15 for RGB or Component

HDMI 1 and HDMI 2

Monitor Control Adaptor (pre-installed)

Or as Option Slot 1 (Video or communication port)

Video input adaptor (pre-installed)

Or as Option Slot 2 (Video port)

Specifications

		FWD-40LX2X	FWD-32LX2X	FWD-40LX2F	FWD-32LX2F
Panel	Size	40"	32"	40"	32"
	LCD type	S-PVA	S-PVA equivalent	S-PVA	S-PVA equivalent
	Pixel	WXGA 1366x768		WXGA 1366x768	
	Brightness (cd/m^2)	500		500	
	Contrast	1300:1		1300:1	
	Viewing Angle	178°/178°	176°/176°	178°/178°	176°/176°
	Response Time (Tg)	8ms		8ms	
Signal	Video	~1080I NTSC/PAL/SECAM/ NTSC4.43/PAL60/ PAL-M/PAL-N		~1080I NTSC/PAL/SECAM/ NTSC4.43/PAL60/ PAL-M/PAL-N	
	PC	~1360x768@60		~1360x768@60	
Input	Number of Option Slots	2		2	
	DVI HDCP	-		-	
	HDMI	2		2	
	Analog RGB/ Component Video (HD15)	1		1	
	Component Video (RCA x3)	-		-	
	S-Video/Video	1		1	
Control	Control S	Yes		Yes	
	RS232C	Yes		Yes	
Audio	Speaker Out	7W x2 (WOW/BBE)		7W x2 (WOW/BBE)	
Others	Speakers	Optional		Optional	
	Tabletop Stand	Optional		Optional	
	Windows Vista Compatible	-		-	
	Industrial Design	LX		LX	
	Bezel Type	**Durable Crystal**		Paint	
	Color Variation	Crystal Silver		Silver/Black	
	Illumination Logo	Yes		Yes	

Pre-Set Signals

PC Signals

	Resolution	horizontal frequency (kHz)	vertical frequency (Hz)
1	VGA[a]-1 (VGA 350)	31.5	70
2	640 × 480@60 Hz (VESA[b] STD)	31.5	60
3	Mac[c] 13"	35.0	67
4	VGA (VGA TEXT)	31.5	70
5	800 × 600@60 Hz (VESA STD)	37.9	60
6	Mac 16"	49.7	75
7	1024 × 768@60 Hz (VESA STD)	48.4	60
8	1024 × 768@75 Hz (VESA STD)	60.0	75
9	1024 × 768@85 Hz (VESA STD)	68.7	85
10	1280 × 1024@60 Hz (VESA STD)	64.0	60
11	848 × 480@60 Hz (VESA STD)	29.8	60
12	848 × 480@60 Hz (VESA STD)	29.5	60
13	848 × 480@75 Hz	37.7	75
14	1280 × 768@60 Hz	47.8	60
15	1280 × 768@60 Hz	47.4	60
16	1360 × 768@60 Hz	47.7	60
17	1360 × 768@60 Hz	47.4	60

TV Video signals

	Resolution	Available Inputs		
		Video	Component/ RGB	HDMI
1	480/60i	○	○	○
2	480/60p		○	○
3	575/50i	○	○	○
4	576/50p		○	○
5	720/50p		○	○
6	720/60p		○	○
7	1080/50i		○	○
8	1080/60i		○	○
9	1080/50p			○
10	1080/60p			○

Accessories

Supplied Accessories

Remote Control	RM-FW001
DVI signal cable	
Component video cable	HD15 – 3xRCA
BNC-RCA conversion adapter	●
Battery	2 x Type AA
Power Cable	●
Cable Clips	●
Operation Instruction	●

Optional Accessories

Component/RGB Interface Board, BKM-FW11

The BKM-FW11 enables the FWD-32LX2 & 40LX2 to receive component (5 x BNC) signals. The audio input is realised via phone Jack (L/R).

RGB/Component Active Through Board, BKM-FW12

With the BKM-FW12 interface a loop function can be created to connect multiple plasma monitors in an active loop function. The audio input is realised via a single audio in.

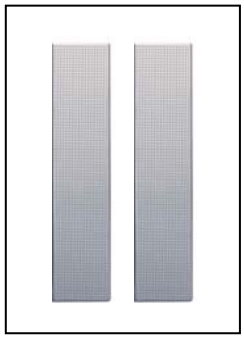
Network management board, BKM-FW32

The card provides network status and control functions via a centralized "command" center software, which can connects up to 255 networked monitors.

Entry Digital Signage Board, BKM-FW50

This card is specifically targetted for the entry segment of digital signage. With a Compact Flash card as storage media, a durable but easy to operate digital signage is in your hand. The functions of BKM-FW32 are all covered as well.

Speaker sets, SS-SP32FW and SS-SP40FW (Silver and Black)



2 way passive radiator type

1 Woofer + 1 Tweeter + 1 passive radiator (Magnetically shielded)

Rated impedance: 6 ohms

Maximum input power: 7W

Dimensions (W/H/D): 158 mm × 480 mm × 78 mm (SS-SP32FWS or B)

Dimensions (W/H/D): 184 mm × 583 mm × 92 mm (SS-SP40FWS or B)

Table stand, SU-32FWS & SU-42FWS (SILVER ONLY)

The optional table stands **SU-32FWS and SU-42FWS** convert respectively the FWD-32LX2 and FWD-40LX2 into a nice looking tabletop model. It has a neat and light feeling design, but only supports landscape mode installation (horizontal alignment).

Wall Mount Bracket, WB-LP1NL (SILVER)

The wall mount bracket features a flat design, easy installation and anti-theft lock for secure installation. The screws and fittings are enclosed by steel plate in-between the wall and the display, preventing the bracket to be removed from the wall. Finally, one of the monitor's mounting hooks can be sealed on the bracket with a lock, preventing the monitor to be taken off its bracket. It is compatible with the current public display models of different inch sizes as well as future products.

Ceiling Bracket, CB-LP1NL (SILVER)

The ceiling mounting bracket allows you to install the display over a range of 1 meter from the ceiling with an adjustable positioning. This ceiling bracket also features the anti-theft lock and compatibility with the other public display models.

Floor Stand, FS-LP1NL (SILVER)

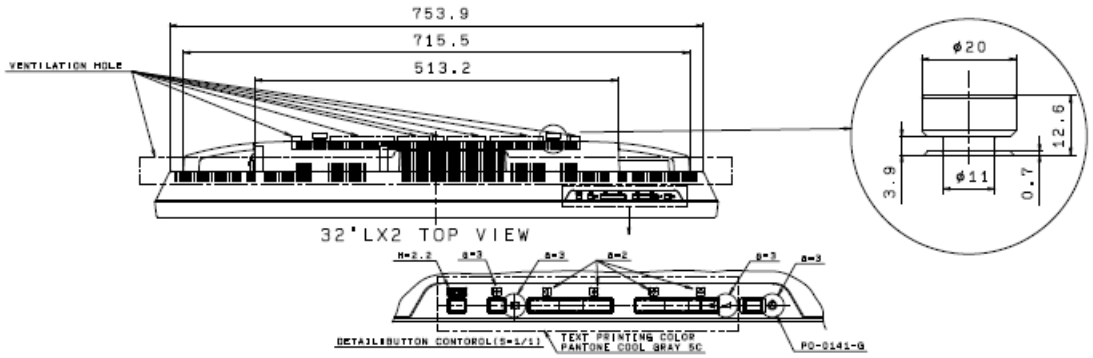
This movable floor stand is specifically designed for meeting room environments, incorporating a support for a Sony video conference camera unit as well as a larger support for a processing unit or any play-out device. Its elegant cable management system enables to hide the cables while the security system enables to lock the display. This stylishly designed stand will also fit nicely in corporate reception areas, showrooms, exhibitions or any event where a display requires flexible positioning. It is also compatible with the other public display models.

Dimensions

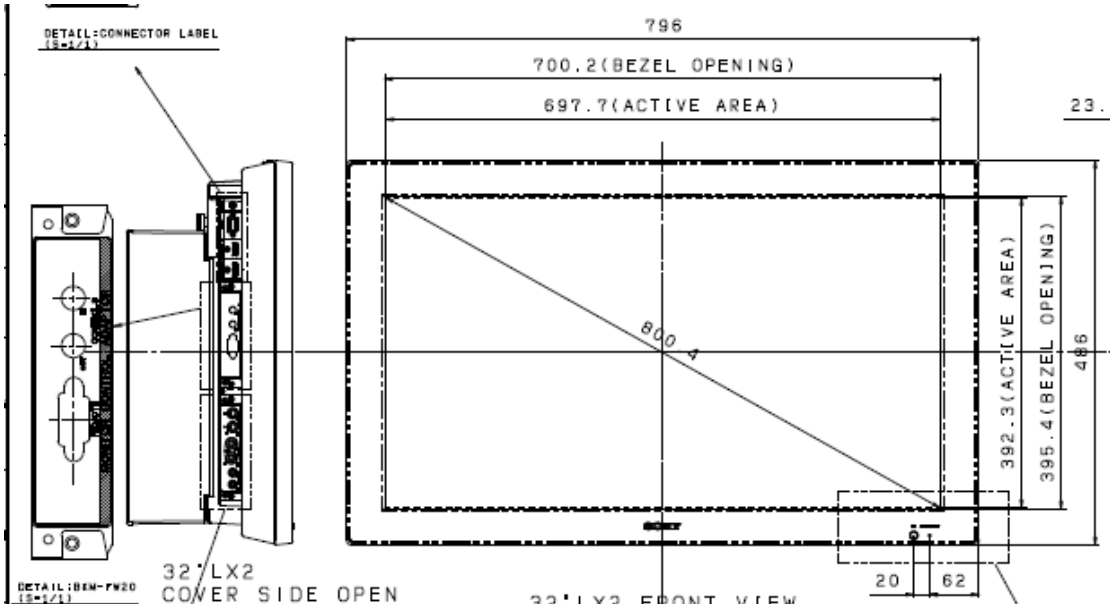
FWD32LX2FS & FB (Silver & Black)

FWD40LX2FS & FB (Silver & Black)

Top View (FWD32LX2FS & FB)



Front View (FWD32LX2FS & FB)



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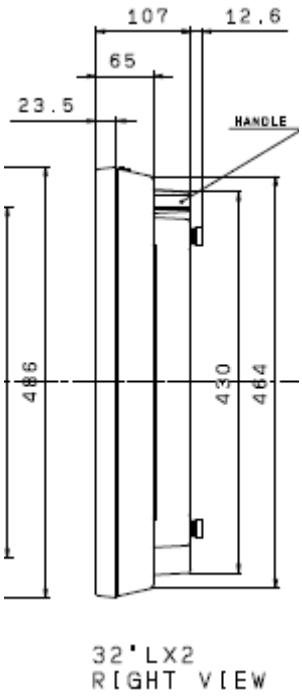
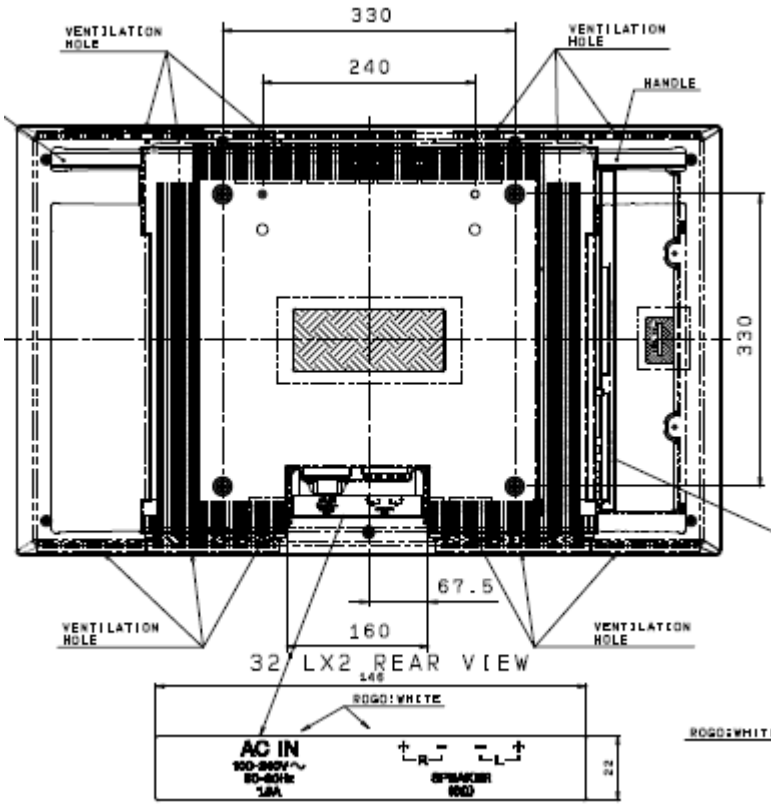
Side View (FWD32LX2FS & FB)



Rear View (FWD32LX2FS & FB)



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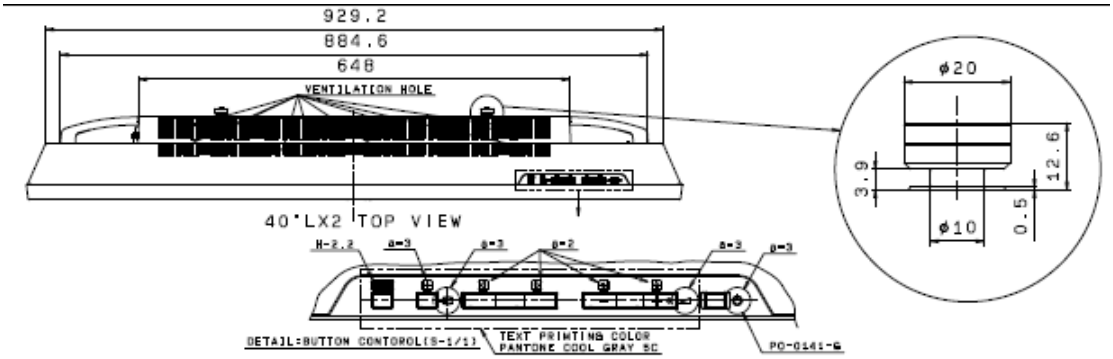
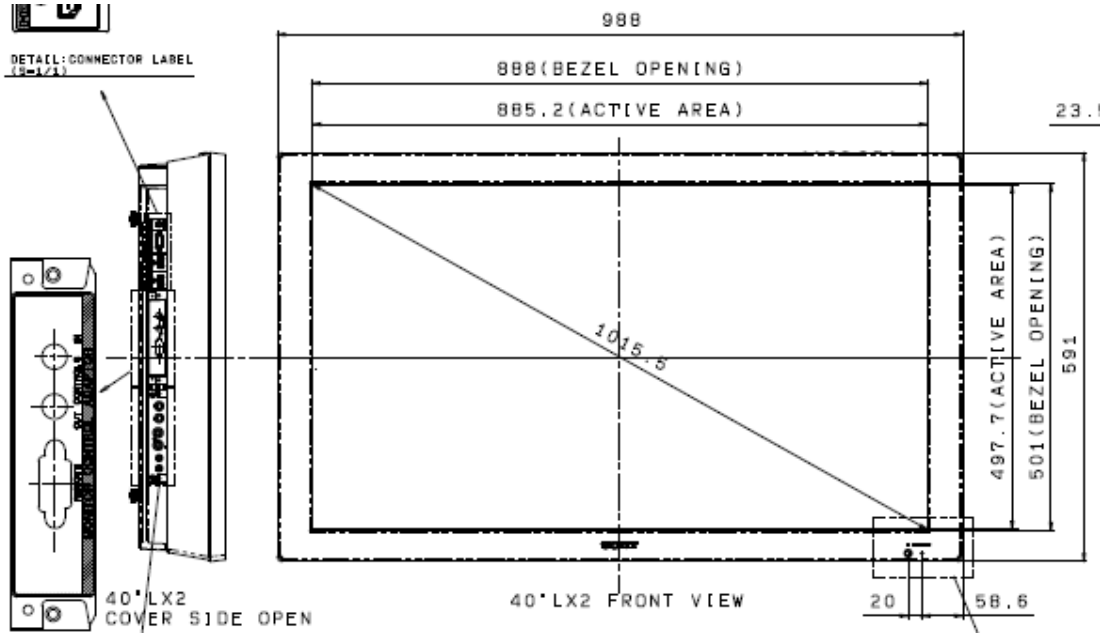
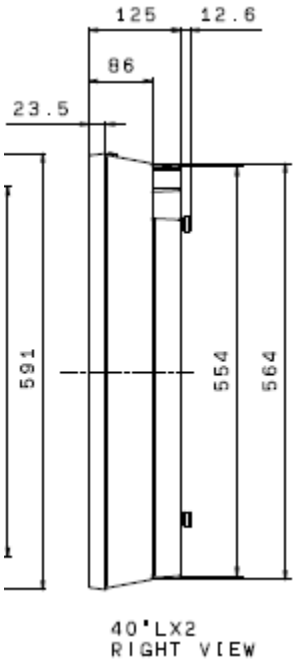
Top View (FWD40LX2FS & FB)



Front View (FWD40LX2FS & FB)



Side View (FWD40LX2FS & FB)



Rear View (FWD40LX2FS & FB)